

NCW  
SEP 22 1967

September 20, 18, 1967

American Numismatic Association  
C. Rochette, Editor  
Colorado Springs, Colorado

Dear Sir:

With great enthusiasm each year the A.N.A. announces the new slogan for National Coin Week with a plea for each member to contribute his bit to make it a great success.

Each club then embarks upon a great campaign to garner the coveted points and the planning and scheming continues until the closing date in April. With the displays neatly arranged in store windows, speeches, letters, radio and TV recordings and posters, our part in the annual program comes to an end.

Then we anxiously await the decision of the judges but find no mention at all in the July issue of the Numismatist and then belatedly in August we read the listing of the entrants for each classification but even the word "Winner" does not appear for we are to assume that the order in the list shows the standing for each club.

Without even a word of congratulation to the winner or even a "Hello" to anyone, the editor proceeds to announce the sale of programs of the Miami Beach Convention, followed by the naming of officers for National Coin Week 1968.

With the lifeless solemnity of a statistical report and as uninteresting as the instructions on an income tax form, thus ends the great National Coin Week campaign of 1967.

May we suggest that a Coin Club is a personal thing, made up of live people and their efforts in behalf of the A.N.A. should be recognized in a personal way with sufficient publicity to definitely indicate the winners with a few pertinent facts about the club and its members.

Does this seem too much of a reward for four months of diligent effort in behalf of the A.N.A.?

Yours very truly,

*Milton K. Brown*  
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